

Abstract of the Disclosure

A system for enabling on-line creation of greeting cards and distribution of the cards with gifts also purchased on-line includes a server system and one or more client systems. The server system is accessible online and enables network users to select and customize electronic versions of greeting cards. The customizations to the cards, as well as data identifying the card, the network user, the card recipient, and a vendor, are transmitted to a client system located at the vendor's distribution facilities. The transmitted information is utilized to print the card in hard copy form for shipment by the vendor to the designated recipient. In the disclosed system, a network user may view the card including any customizations in WYSIWYG format.